

Tenant Satisfaction Measures Survey: Summary of Approach

Approach

bpha commissioned IFF Research Ltd, an independent research agency, to carry out this research on behalf of bpha in 2023/24 in accordance with guidance provided by the Regulator of Social Housing.

Survey design

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. bpha also included the following additional questions within the survey:

- *“Please could you provide a reason for your answer?”* positioned after question TP01.
- *“Generally, how satisfied or dissatisfied are you with the way bpha deals with repairs and maintenance?”* positioned after question TP03.
- *“Please could you provide a reason for your answer?”* positioned after question TP05.
- *“How strongly would you agree or disagree with the following statement “I trust bpha to do what they say they will do”?”* positioned after question TP08.

Please note that a ‘Don’t know/Refused’ option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available but wanted to continue to provide their feedback. This prevented interviewers from making assumptions or inferences on the customer’s behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any ‘Don’t know/Refused’ have been removed from the reported base for each of these questions for percentage calculations.

As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01 but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.

IFF have achieved:

- 1005 valid responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA
- 514 valid responses to TP01 for LCHO, this exceeds the minimum requirement for LCHO.

Partial responses have been included where customers have skipped or refused to answer any questions but have submitted their interview.

Methodology

The TSM survey was conducted on a monthly basis from 1st April 2023 – 31 March 2024.

Surveys were conducted by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion.

- 73% (739) of LCRA surveys were completed via telephone
- 27% (273) of LCRA surveys were completed online

- 74% (389) of LCHO surveys were completed via telephone
- 26% (138) of LCHO surveys were completed online

Sample Size

The required sample sizes are shown in the table below (according to bpha's Statistical Data Return 2023 (taken as at 31.3.2023) and the latest population data in April 2023, both of which were sent to IFF Research:

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	13,488	+/- 3%	989	1012
Low-Cost Home Ownership (LCHO)	2,960	+/- 4%	499	527
Total	16,448		1,488	1539

bpha is required to complete a minimum of 989 surveys per annum among LCRA customers to meet a +/-3% confidence interval and 499 surveys per annum among LCHO customers to meet a +/-4% confidence interval.

A quota sampling approach was used to represent the profile of the full customer population. Quotas were set for age of the respondents.

Representative Sample

IFF Research carried out a review of the representativeness of the survey results based on the age demographics of the bpha population. We are satisfied that the sample population

and TSM results accurately reflect that of the full customer population and, as such, it has not been necessary to apply any weighting.

Collation of the results

IFF Research gave bpha access to its online Resident Voice portal where survey results are collated and displayed graphically. bpha was able to download the raw data from the portal to enable all figures for the TSM Return to be identified and checked before submission.